

# CROSSE & BLACKWELL

## 1977 DOCTOR WHO PROMOTION

In October 1977, Crosse & Blackwell featured a Doctor Who promotion on their cans of Baked Beans, for which full-page advertisements were published in many children's comics.

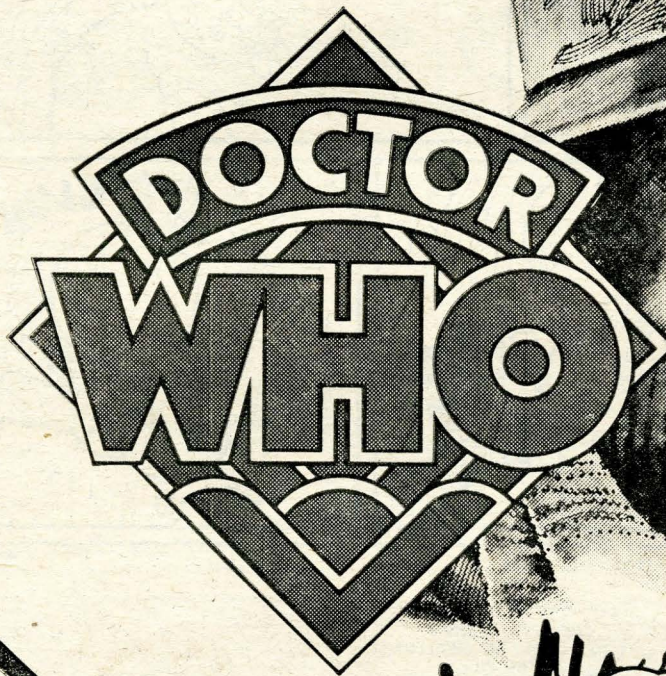
By saving four special labels from the cans, the public could send away for "3 Fantastic Offers from the Time Lord", which comprised of money-off savings on either a Thomas Salter Chemistry 4 set or a Radionic X40 Radio and Electronic Kit.

The third offer was a Doctor Who colouring book, specially produced for the promotion. For 95p, the purchaser would receive a slim, 30cm-tall booklet shaped like the TARDIS, containing four black and white drawings that could be filled in using the "Pop-a-Point" colouring pencils also supplied. Some parts in the centre of each double-page were pre-cut so as to provide a pop-out element to the drawings (such as the top of the TARDIS console/rotor and the 'light' above in the first picture).

Crosse & Blackwell also produced a full colour poster featuring an illustration of the Fourth Doctor that was given away during the signings that Tom Baker did for the company to tie in with the promotion.

With thanks to Chris Hill





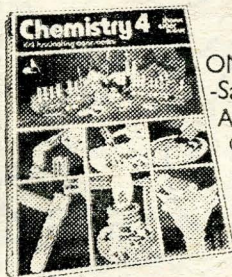
# 3 FANTASTIC OFFERS

## FROM CROSSE & BLACKWELL

### EXPERIMENT

To give all Crosse & Blackwell Baked Beans fans the chance to get together with Dr. Who – and set up a super home science lab!

#### Thomas Salter Chemistry 4 Set



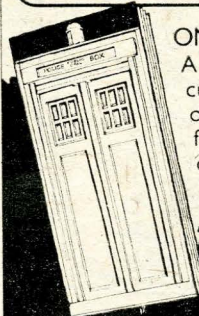
**ONLY £5.49**  
-Saving up to £3  
A sensational  
Chemistry Set  
containing  
everything to  
carry out 104  
fascinating  
experiments.

#### Radionic X40 Radio and Electronic Kit



**ONLY £13.45** -Saving up to £7.50  
Get switched on to electronics  
and try out these 40 exciting  
experiments.

#### Cut-Out Tardis plus coloured pencils



**ONLY 95p**  
A marvellous  
cut-out replica  
of Dr. Who's  
famous Tardis –  
complete with  
coloured pens  
– for you to  
colour up.



### METHOD

Just decide which of these offers you'd like to order – and start saving 'special' Crosse & Blackwell 'Dr. Who' labels. (You'll find full details plus an Application Form on all these 'special' labels).

### SUMMARY

Follow the formula – and send off soon!



**CROSSE &  
BLACKWELL**

REGD.

BY APPOINTMENT  
TO HER MAJESTY THE QUEEN  
CROSSE & BLACKWELL LIMITED  
PURVEYORS OF PRESERVED PROVISIONS  
CROYDON

# Baked Beans

with tomato sauce

**PRESENTS**



**3  
FANTASTIC  
OFFERS**

**INGREDIENTS**  
BEANS, TOMATO,  
SUGAR, SALT,  
EDIBLE STARCH,  
ONION,  
EDIBLE FAT,  
SPICES.

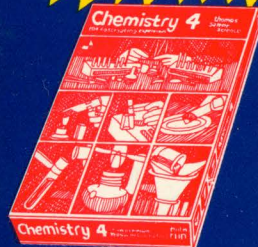
**DIRECTIONS**  
THESE BEANS ARE COOKED  
AND MAY BE SERVED  
HOT OR COLD  
IF REQUIRED HOT,  
TURN OUT INTO A  
SAUCEPAN, HEAT AND  
SERVE. STIR GENTLY TO  
PREVENT BURNING.

See back and inside for details.

**CROSSE &  
BLACKWELL**

REGD.

**YES! 3 FANTASTIC OFFERS  
FROM THE TIME LORD**



**Thomas Salter Chemistry Set.**  
Suitable for children of 10 years  
and over—all the equipment for  
over 100 experiments.

**ONLY £5.49** Save up to £3



**Radionic X40 Radio and  
Electronic Kit.**

Award winning electronic  
experimentation kit for children  
of 11 years and over. **ONLY £13.45** Save up to £6.50



**Cut-out model of the famous Tardis**  
(actual size: 11¾" x 5⅝") complete with  
'Pop-A-Point' colour pencils to add to  
the fun!

**ONLY 95p**

See inside for details – 4 labels per item.

# APPLICATION FORM

Send to: **C & B Baked Beans "Dr. Who" Offer**  
**P.O. Box 101A, Surbiton, Surrey KT6 5AX.**

**SEND OFF SOON!** Decide which of these special offers you want to order, fill in the application form and send it with your cheque/postal order plus 4 labels for each item ordered, to the address given.

Please allow 28 days for delivery.

All cheques/P.O. to be crossed "// & Co." and made payable to Crosse & Blackwell Ltd. plus 4 labels for each item.

Please send me item(s) indicated below.

	Quantity	Total cost £      p
<b>A.</b> Cut-out Tardis plus coloured pencils at 95p.	<input type="text"/>	<input type="text"/>
<b>B.</b> Radionic Set at £13.45 each.	<input type="text"/>	<input type="text"/>
<b>C.</b> Chemistry Set at £5.49 each.	<input type="text"/>	<input type="text"/>

I enclose cheque/P.O. Value £ \_\_\_\_\_ plus 4 C & B Baked Beans Labels for each item.

Mr/Mrs/Miss \_\_\_\_\_  
Block letters in ink please

Address \_\_\_\_\_

Town \_\_\_\_\_

County \_\_\_\_\_ Postcode \_\_\_\_\_

This offer is available in the U.K. only and while stocks last. Please allow 28 days for delivery.  
Registered in England: No. 36659 Crosse & Blackwell Ltd. Registered office: St. George's House, Croydon, Surrey.



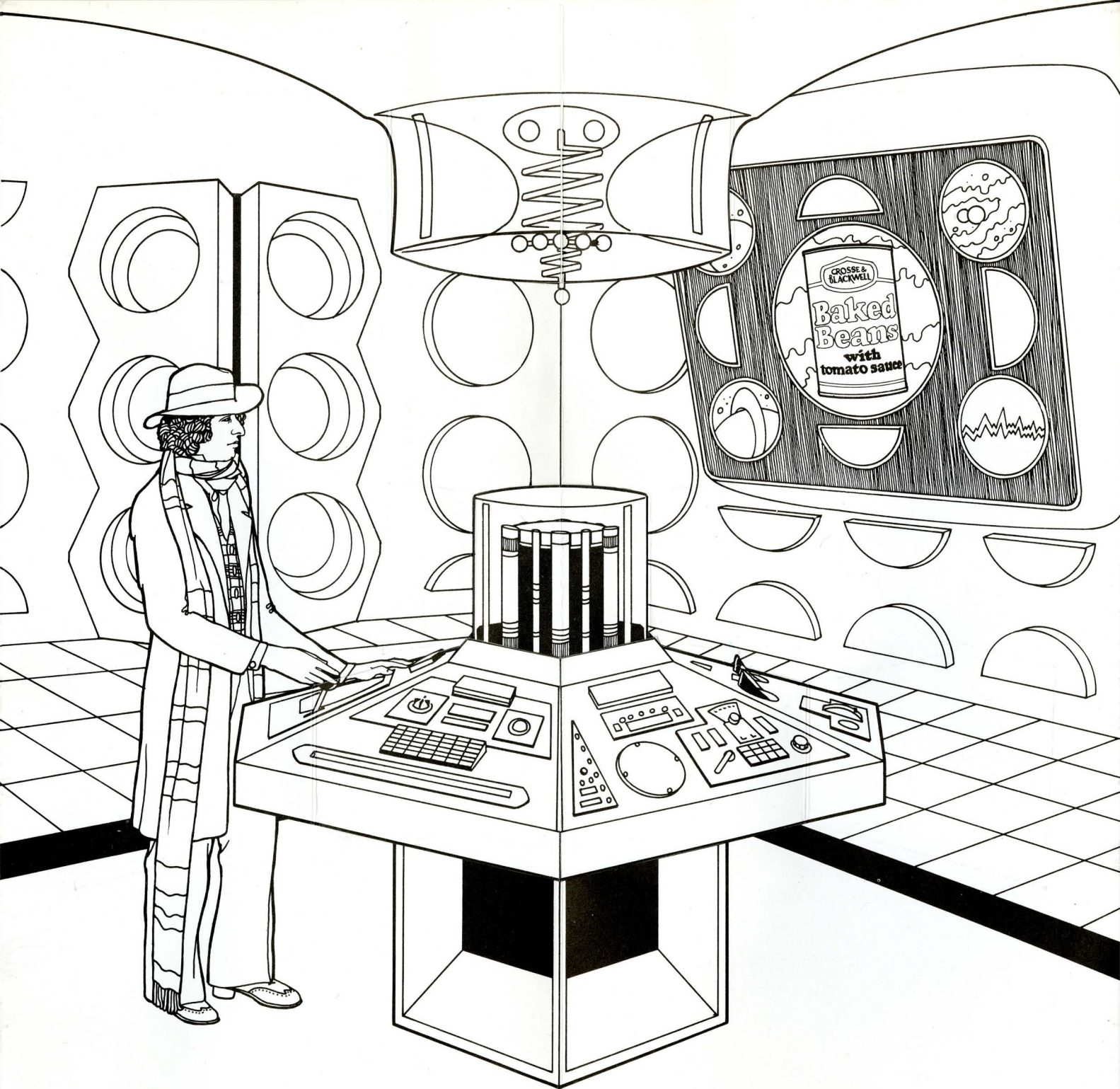


## BRING YOUR TARDIS TO LIFE!

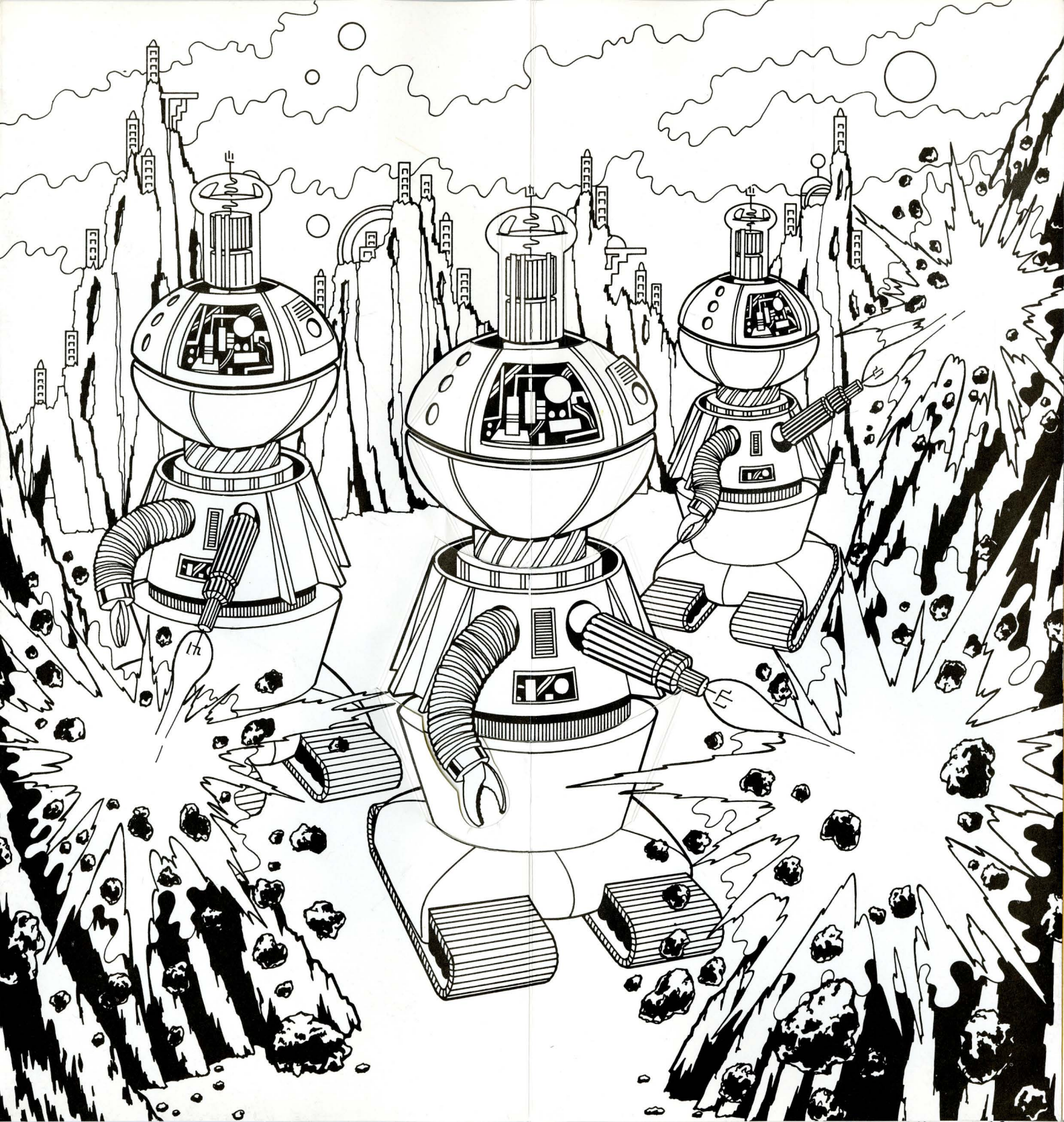
All it takes is a little imagination and these super coloured pencils. Start by colouring up the inside of your Tardis Time Machine'. . . then go on to create your own weird and wonderful worlds with their extraordinary inhabitants! And don't forget to take some delicious Crosse & Blackwell Baked Beans with you whenever you take a 'trip' in your Tardis – just in case you can't buy them where you 'land'!



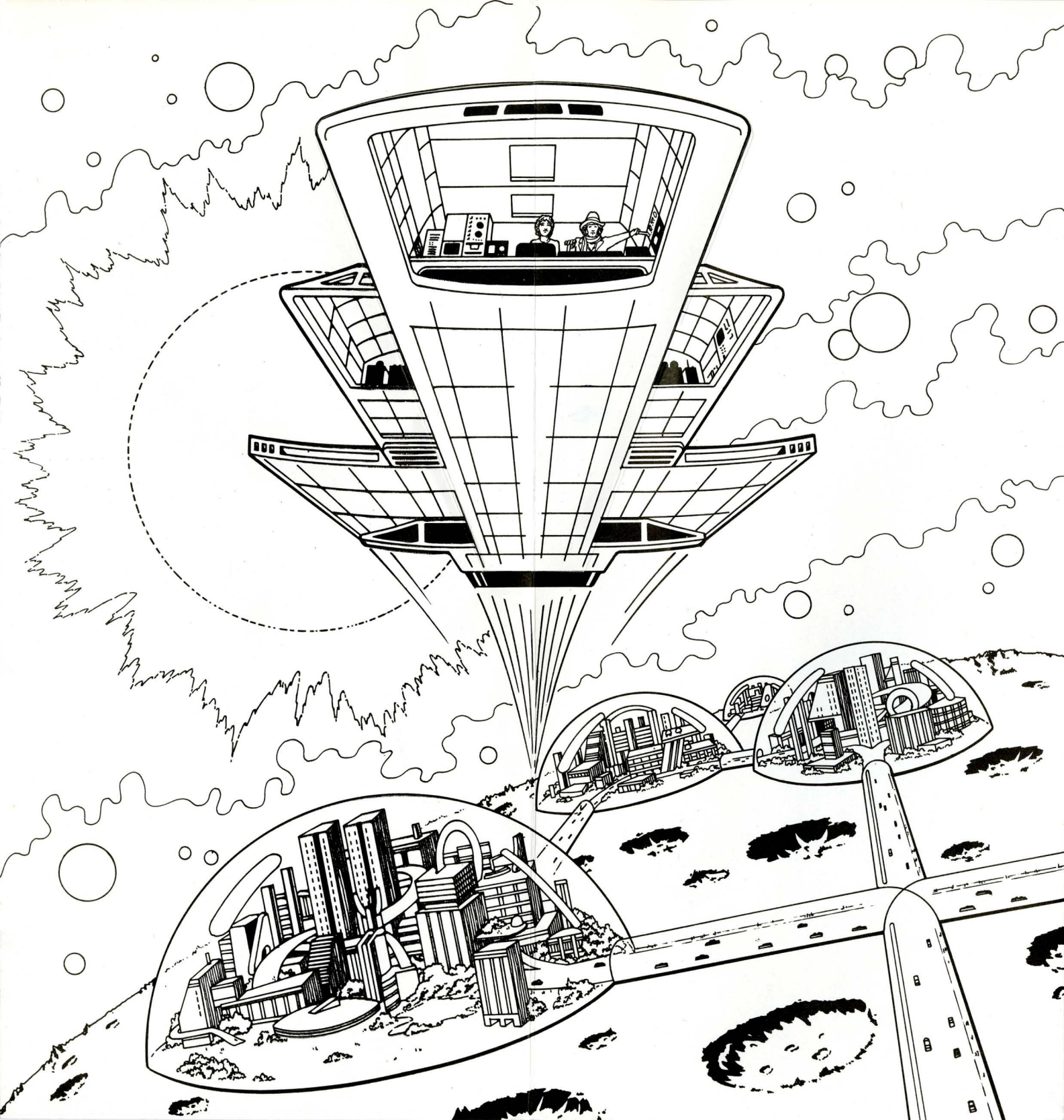




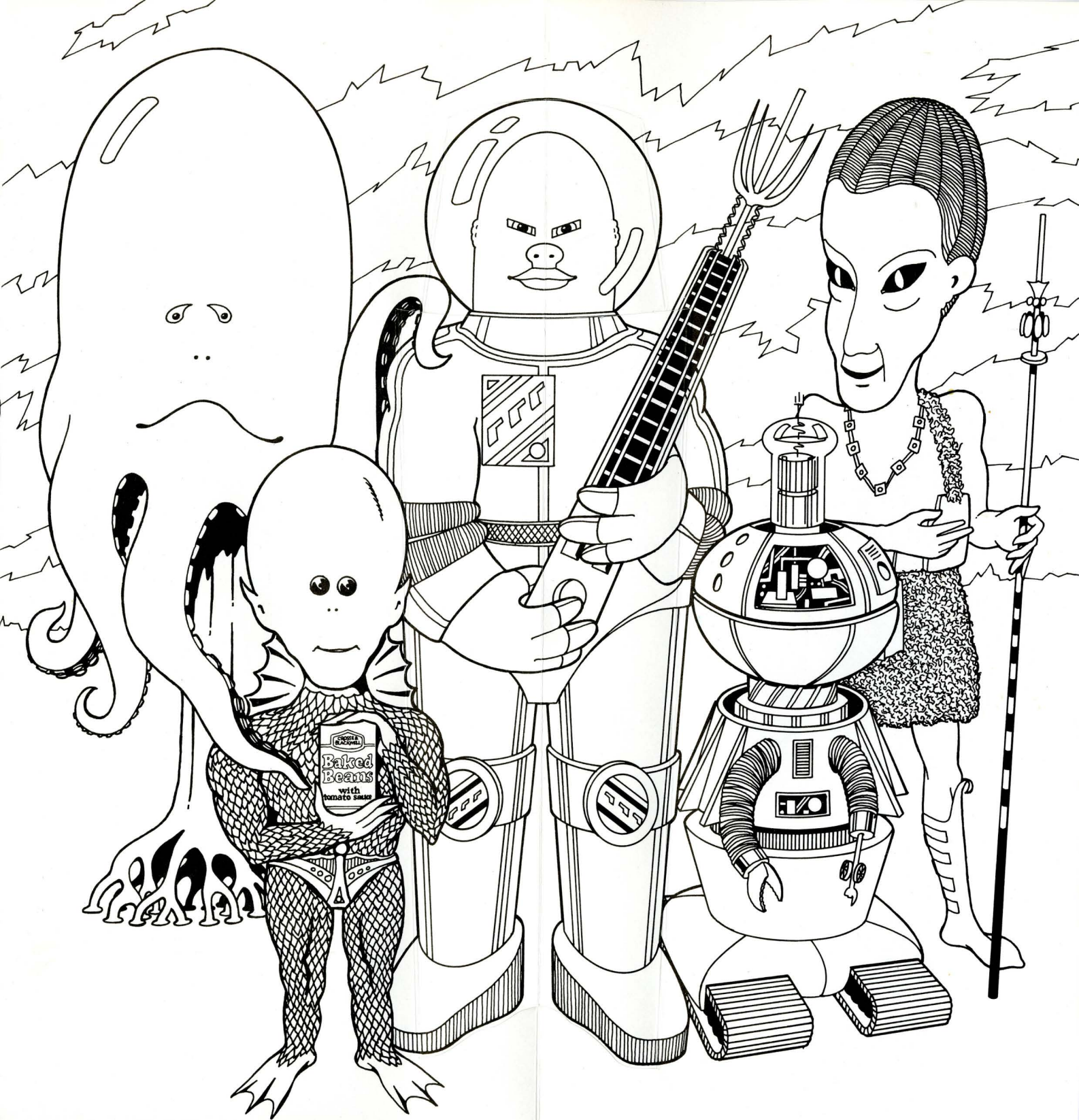




















Happy Day  
Tom Baker  
Doctor Who?